Malignant diagnosis, surely?

Malignant diagnosis, surely? was the theme for **MDS World Awareness Day**, which took place on **1 October**. The campaign aimed to raise awareness of myelodysplastic syndromes (MDS), highlight the challenges faced by patients and carers, and improve understanding of the condition.

About the campaign

Myelodysplastic syndromes (MDS) are a group of rare blood disorders that can affect people in very different ways. Symptoms are often vague and develop slowly, meaning MDS can be mistaken for normal ageing or other health conditions.

The *Malignant diagnosis, surely?* campaign reflected the confusion many people experienced around diagnosis. For some, being told they had a malignant condition came as a shock, even after months or years of symptoms. The campaign brought together patient groups, healthcare professionals and supporters to improve awareness and understanding of MDS.

Why awareness mattered

The campaign highlighted how a lack of awareness contributed to:

- delays in diagnosis
- misunderstanding of MDS as a condition
- frustration and uncertainty for patients and carers

By sharing information and lived experience, the campaign aimed to help shorten the journey to diagnosis and ensure people affected by MDS felt better informed and supported.

How people got involved

As part of MDS World Awareness Day, supporters helped raise awareness by:

- learning more about MDS and its symptoms
- sharing information and personal experiences
- taking part in online conversations linked to the campaign

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These actions helped increase visibility of MDS and the issues faced by those living with the condition.

Support and information

If you or someone you care about has been affected by MDS, our support services continue to be available. We offer information, guidance and a listening ear for people affected by leukaemia, MDS and MPN.

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